

ROCHESTER WINGS

JUNE 5TH & 6TH 2009

GREATER ROCHESTER INTERNATIONAL AIRPORT

New York's Largest Aviation Expo



**SPONSOR, EXHIBITOR,
AND
ADVERTISING
OPPORTUNITIES**

ROCHESTER WINGS

WESTERN NEW YORK'S LARGEST AVIATION EXPO



June 5th & 6th 2009



For more information call 585.758.5580 | www.RochesterWINGS.com

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Rochester WINGS 2009 Expo and Fly-In

We are excited to be inviting you back to Rochester WINGS 2009! In attendance will be thousands of pilots, crews, IA's, Aviation Maintenance Technicians (previously "A&P's"), repairmen, aviation business owners, dealer representatives, and many more active members of the General Aviation Industry.

This year's event will once again be held at the newly expanded, state of the art New York Army National Guard facility located on the Greater Rochester International Airport (KROC) on June 5th and June 6th.

The coordinators of Rochester WINGS 2009 are energized to be adding a new focus to the event this year: to cultivate and assist others from all walks of life to begin learning to fly. Many of our new events, seminars, and activities will be centered around giving people of every demographic the opportunity to learn about careers in aviation, meet a CFI, get connected with a mentor, take a Discovery flight and start working towards a rating. There will be numerous avionics demonstrations, learning stations for students, seminars on multiple career paths, ATC simulators, flight simulators and many more hands on events.

If you are a part of the aviation community in the Northeast then you want to be here!

Friday, June 5th, will feature a day long event to qualify for Inspection Authorization (IA) refresher training. IA's, Aviation Maintenance Technicians (formerly "A&P's"), repairmen, owners, and pilots will find great value in these aircraft maintenance seminars as well as the time to come together and collaborate as a community.

Friday evening there will be a General Aviation Community social gathering at a local Banquet center presenting a rare opportunity to get your name out in front of hundreds of Aviation Enthusiasts. There are few opportunities to get so many components of the General Aviation community together in one room to share stories, talk about products, and energize each other over the love of the airplane!

Saturday, June 6th activities will include a full day of seminars of interest to pilots, students and aviation enthusiasts. Up to 200 children will have the opportunity for a free airplane ride through EAA's Young Eagle Program. We will have a large static display of general aviation aircraft, old and new including everything from typical airplanes that students could expect to train in to classic jets. The day will be filled with exciting learning stations for all ages, career path seminars, avionics demonstrations, guided bus tours of runways and taxiways, new aircraft for sale, flight instruction for credits in FAA WINGS Pilot Proficiency Program, and many more activities.

Please consider making your company or club part of what is quickly becoming the premier General Aviation event in the Northeast!

Through April 30th, standard size exhibit space will be provided free of charge. Pilots and mechanics from all over the Northeast will be on hand to learn about your products and services!

Investing in the aviation pipeline is investing in the future of your business or your club. Help us get enticing information in front of the right youth, young adult, or adult looking for an exciting new career!

This event is made possible through the support of many local companies and organizations but we still need your help. Information about sponsorships, advertising, and door prizes is contained in the pages that follow. If you have questions or would like to talk about the optimum way to get your message to the right audience, please call Todd Cameron at 585.758.5580 x.351 or visit our website at www.RochesterWINGS.com.

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Sponsor Information

This is a wonderful opportunity for your organization to make your contribution to General Aviation known! Whether you have a product to demonstrate, services to brag about, or simply want to contribute to building the General Aviation pipeline, this is a phenomenal venue for corporate giving. Your donation to this 501(c)(3) non-profit run event is a perfect fit for your company's community involvement. There are four sponsorship levels available to you:

	Gold Event Sponsor	Silver Event Sponsor	Social Gathering Sponsor	Theatre Sponsor
Free exhibit space	•	•	•	•
Logo presence on the web site	•	•	•	•
10 foot table space at the social gathering	•	•	•	
Link to your web site on the Rochester WINGS web site	•	•	•	•
Signage with logo at the Social Gathering	•	•	•	
200 word description on the web site	•	•	•	•
Logo on the front cover of the program	•	•		
Logo on all WINGs printed materials	•	•		
Logo on flight line passes	•	•		
Logo in each of the seminars	•	•		
Company name mentioned in any media activity (as available)	•			
Single page print provided by you to be inserted into the program	•	•		
30 minute slot to show video of your choice in the theatre		•	•	•
1 hour slot to show video of your choice in the theatre	•			
Theatre named the "Your Company Theatre" with 30 seats				•
2 Facing Full page color ads in the program	•			
Full page color ad in the program		•		
Half page color ad in the program			•	•
Logo on major event signage	•			
20 PA mentions per day	•			
10 PA mentions per day		•		
5 PA mentions per day			•	•
Company logo on staff shirts	•			

Door Prizes

Door prizes are an excellent way for your company, products and services to receive additional attention during the event. If you would like to send products or would like to donate services for a door prize, please check the door prize box on page 6 and fax to 585.758.5580. To mail your form and ship the door prizes, please send to Rochester WINGS, c/o Kriterium, 595 Blossom Road, Suite 220, Rochester, NY 14610. Your company will be listed in the official Rochester WINGS 2009 Program and web site as well as thanked publically when the door prize is awarded.

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Advertiser Information

Rochester WINGS 2009 offers your organization an opportunity to advertise in the "Official Program". This full color publication is offered free of charge to all event attendees. It contains seminar descriptions, schedules and event maps to help potential customers find your exhibit and learn about what you do. Please take advantage of this opportunity to put your organization's image in the hands of pilots, aircraft owners, prospective pilots and aviation maintenance technicians from throughout the Northeast. Refer to the exhibitor form for sizes and rates.

In addition to an ad, you may consider writing an "Advertorial". Such an article could be an educational piece about your product or service, an article that demonstrates the value of what you do, or something that is simply of benefit to the General Aviation community. These Advertorial's can be done as a half page ad or a full page ad and have proven to be an effective tool to reach your target audience. You may even feel free to work with our writers to help you achieve your objectives.



We are proud this year to offer you the ability to add an insert to the program. You may provide us with a printed quantity of single page collateral and the program will be pre-stuffed with your collateral. We are able to provide the printing of the collateral for an additional fee. If you choose to reserve an insert, we must receive the collateral prior to May 30th. A limited number of insert positions are available.

Ad copy may be submitted by providing a clear printed ad that is able to be scanned (preferred), or an electronic, high resolution image formatted as jpg, tif, or pdf. Advertisers will also be listed on the web site leading up to the event and up to next year's event. All advertising submissions must be received no later than May 15th. If you need help designing your ad, please give us a call.

If there is a custom approach to advertising at Rochester WINGS that you would like to discuss, please don't hesitate to contact Todd Cameron at 585-758-5580 x.351.

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Advertising Sizes and Rates:

Overall page size will be 8" w x 10" h. Below are representative sizes and rates. Advertisers will be listed on the official Rochester WINGS 2009 web site and your site can be linked upon request.

\$225

Half page

Ad Actual Size, Including Border
(4.25" h x 7.0" w)

\$75

Eighth Page
Ad Actual Size,
Including Border
(2.0" h x 3.25" w)

\$135

Quarter Page
Ad Actual Size,
Including Border
(4.25" h x 3.25" w)

*Any ad may contain tear-out
discount coupons for products
or services. Tear-out ads will
not be placed back-to-back*

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Services Order Form

To reserve a sponsorship, booth, advertising space, and/or to supply door prizes, please complete the information below:

Company: _____ Primary Contact Name: _____
Address: _____ City: _____ State: _____ Zip Code: _____
Phone: (____) _____ Fax: (____) _____
Email: _____ Web Site: _____
 Please link the Rochester WINGS web site to our web site.

Indoor and outdoor exhibit space will be provided free of charge to those businesses and organizations who sign up no later than April 30th. Standard exhibit space is 10'x10'; larger exhibit space may be available upon request. Some restrictions may apply. Exhibitors should bring their own equipment, i.e. tables, backdrops, electric cords, power strips, computers, tables, chairs, etc. (although a limited number of tables and chairs are available for rent at the show, provided they are reserved and paid for no later than May 30th). Fees listed cover both days. Electric and wireless internet services will be available.

YES...Our organization would like to reserve the following:

Sponsorships

- Gold Event Sponsor: \$4,500
- Silver Event Sponsor: \$3,000
- Social Gathering Sponsor: \$2,000
- Theatre Sponsor: \$1,500

Advertising Space

- Facing Pages: \$675
- Full Page: \$400
- Half Page: \$225
- Quarter Page: \$135
- Eighth Page: \$75

Exhibit Space

- Booth @ \$100 (after April 30)
- Tables @ \$15 each – Qty: _____
- Chairs @ \$3 each – Qty: _____

Program Insert

- Advertiser provided (8.5x11):\$350

I have a "special request" _____

I am bringing an aircraft for display. Type of aircraft _____

Estimated date & time of your aircraft's arrival: _____

Estimated date & time of your aircraft's departure: _____

Door Prizes - We would like to donate the following: _____

Exhibitors agree to set-up on Friday, June 5th between 7:30 am and 11:00 am and to maintain their displays until 4:00 pm on Saturday, June 6th. Ad content needs to be received by May 15th.

Signature _____ Date ____ / ____ / ____

**Mail your signed and completed form, with check payable to "Rochester WINGS":
Rochester WINGS c/o Kriterium, 595 Blossom Road, Suite 220, Rochester NY 14610**